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TvB

CABLE FACTS

Prepared by the Research Department
TELEVISION BUREAU OF ADVERTISING, INC.
September 1986

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022 · 212 486-1111

Cable Facts

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Cable and Pay Cable Households & Penetration

	Cable Households (000)	% of TV Households	Pay Cable Households (000)	% of TV Households	% Pay HH of Cable HH
1965	1,300	2.3	—	—	—
1966	1,900	3.3	—	—	—
1967	2,300	3.9	—	—	—
1968	2,800	4.7	—	—	—
1969	3,500	5.7	—	—	—
1970	3,900	6.7	—	—	—
1971	4,600	7.7	—	—	—
1972	5,700	9.2	—	—	—
1973	6,600	10.2	—	—	—
1974	7,700	11.6	—	—	—
1975	8,600	12.6	140	0.2	1.6
1976	10,100	14.5	470	0.7	4.7
1977	11,200	15.9	980	1.4	8.7
1978	12,500	17.1	1,600	2.2	12.8
1979	13,600	18.3	3,100	4.2	22.8
1980	15,200	19.9	5,200	6.8	34.2
1981	17,830	22.3	8,100	10.1	45.5
1982	24,290	29.8	12,600	15.5	51.9
1983	28,320	34.0	16,160	19.4	60.9
1984	32,930	39.3	19,820	23.7	60.4
1985	36,340	42.8	21,840	25.7	59.0
1986	39,160	45.6	22,840	26.6	58.3

Source: Cable—A.C. Nielsen (NTI), Jan. 1 each year
TvB estimates for pay cable prior to 1982.

Cable TV's Projected Growth

	Add (000)			Cable TV HH as a % of:	
	TV Households	Homes Passed	Cable TV Households	TVHH	Homes Passed
1985	86,304	64,571	36,120	42	56
1986	87,800	68,121	39,510	45	58
1987	89,300	71,137	41,971	47	59
1988	91,000	75,833	45,500	50	60
1989	92,800	79,109	48,256	52	61
1990	93,900	81,783	50,706	54	62

Source: International Communications Research

Cable Penetration by County Size

County Size	1980	1981	1982	1983	1984	1985	1986
"A"	9.1%	13.3%	17.4%	27.0%	31.6%	36.2%	39.0%
"B"	21.0	28.9	35.0	43.7	48.4	51.8	54.3
"C"	37.6	43.1	46.0	50.8	53.8	55.3	56.4
"D"	23.4	27.4	31.7	38.3	40.3	41.8	42.4
Total	19.7%	25.2%	28.9%	37.1%	41.2%	44.5%	46.7%

Source: A.C. Nielsen (NSI)
Feb. each year

Cable Systems - A Profile

Cable Systems By Subscriber Size

	# Systems	% of Total Systems	% of Total Subscribers
50,000+	126	1.7%	27.9%
20,000-49,999	309	4.1	25.6
10,000-19,999	459	6.1	17.4
5,000- 9,999	629	8.4	12.0
1,000- 4,999	2,095	28.1	13.4
Under 1,000	3,439	46.0	3.7
NA	414	5.6	-
TOTAL	7,471	100.0%	100.0%

Cable Systems By Channel Capacity

	# Systems	% of Total Systems	% of Total Subscribers
54+	529	7.1%	13.2%
30-53	2,978	39.9	59.2
20-29	1,239	16.6	16.0
13-19	325	4.3	1.6
12 & Under	1,770	23.7	8.3
NA	630	8.4	1.7
TOTAL	7,471	100.0%	100.0%

Source: TV & Cable Factbook
1986 Edition

Cable & TV Ad Volume & Projections

In Millions

	Cable Ad Volume	TV (Over Air) Ad Volume	Total TV & Cable Ad Volume	% Cable Ad Revenues of Total
1980	$ 58	$ 11,416	$ 11,474	0.5%
1981	122	12,764	12,886	0.9
1982	227	14,489	14,716	1.5
1983	353	16,489	16,842	2.1
1984	572	19,498	20,070	2.9
1985	767	20,533	21,300	3.6
1986	948	22,135	23,083	4.1
1987	1,147	24,948	26,095	4.4
1988	1,376	29,186	30,562	4.5
1989	1,648	31,685	33,333	4.9
1990	1,953	35,087	37.040	5.3
1991	2,285	39,600	41,885	5.5
1992	2,670	46,151	48,421	5.5
1993	3,114	49,870	52,984	5.9
1994	3,540	54,902	58,442	6.1
1995	4,017	61,916	65,933	6.1

Sources: Cable Ad Volume - Paul Kagan Assoc., Inc.
TV Ad Volume - McCann Erickson '80-'85
TvB projections '86-'95

Cable TV Network Advertising Revenues
By Network - Top 10

		Gross Ad Revenue (In Millions) 1984	1985
1.	MTV	$ 71.3	$ 87.5
2.	ESPN	68.2	79.0
3.	CNN*	49.0	68.0
4.	USA	36.0	50.0
5.	CBN	28.0	40.5
6.	TNN	18.0	32.0
7.	LIFE	21.2	25.3
8.	FNN	6.7	13.5
9.	TWC	7.0	12.5
10.	NICK	7.1	10.0

*Includes CNN Headline

Source: Paul Kagan Assoc,. Inc.

Top 10 Cable Network Advertisers - 1985

Rank	Parent Company	In Millions Cable	Network	Spot	Total
1.	The Procter & Gamble Co.	$ 31.5	$ 493.7	$ 285.4	$ 810.6
2.	Philip Morris Cos., Inc.	21.3	348.3	139.0	508.6
3.	Anheuser-Busch Cos., Inc.	16.4	154.5	72.6	243.5
4.	General Mills, Inc.	12.8	115.8	123.0	251.6
5.	Time, Inc.	12.8	2.9	45.3	61.0
6.	Mars, Inc.	11.6	87.2	39.9	138.7
7.	R.J. Reynolds Indus., Inc.	8.7	179.3	82.9	270.9
8.	Thompson Medical	6.5	18.4	4.0	28.9
9.	Ford Motor Co.	6.1	191.4	37.5	235.0
10.	Chrylser Corp.	5.1	96.2	32.4	133.7
	Top 10 Total	$132.8	$1,687.7	$ 862.0	$2,682.5
	% of Total	5.0%	62.9%	32.1%	100.0%

Source: BAR

Coverage Factors of the Major Cable Networks

	% U.S. Coverage				
	1982	1983	1984	1985	1986
CBN	15	20	25	32	35
CNN	13	22	30	37	39
ESPN	19	29	36	41	42
*HBO	15	21	23	25	22
*Showtime	5	8	8	10	9
USA	-	18	26	34	36
MTV	-	12	23	30	32
Nickelodeon	-	15	21	29	30
ARTS/Enter	-	-	19	23	22
Lifetime	-	-	-	25	28
TWC	-	-	13	19	23
CNN Headline	-	-	-	18	21
TNN	-	-	16	25	29
FNN	-	-	-	16	20
BET	-	-	-	-	10
Nick at Night	-	-	-	-	22
VH-1	-	-	-	-	13

*Pay Services

Source: A.C. Nielsen (NTI)
Jan. each year

(-) = Not available

Cable Networks & Local Cable Channels Qualifying For Inclusion In The Local Market Rating Reports

	# of Qualifying Markets*			
	1983	1984	1985	1986
Cable Network:				
HBO	24	33	28	18
CNN	2	2	2	11
ESPN	1	0	0	0
CBN	4	15	21	18
SIN	1	1	1	0
USA	0	5	12	22
Showtime	0	1	0	0
Local Cable Channel:	1	1	2	2

* Any cable network that achieved a 20% net weekly circulation.

Any local cable channel that achieved a 3% net weekly circulation.

Source: Arbitron
Feb. each year

Cable Audience Fragmentation By Daypart

% TV HOUSEHOLDS VIEWING DURING AVG. MINUTE

	TOTAL CABLE				TOTAL U.S.			
	10 a.m. 4:30 p.m. (M-F)	4:30 - 7:30 p.m. (M-F)	8-11 p.m. (M-S)	11 p.m. 1 a.m. (M-S)	10 a.m.- 4:30 p.m. (M-F)	4:30 - 7:30 p.m. (M-F)	8-11 p.m. (M-S)	11 p.m. 1 a.m. (M-S)
Pay Cable								
HBO	0.9	1.1	3.5	2.5	0.4	0.6	1.7	1.2
All Others	1.0	1.4	2.8	2.5	0.5	0.7	1.4	1.2
Ad-Supported								
CNN	0.7	0.6	0.8	0.4	0.3	0.3	0.4	0.2
CNN-HN	0.2	0.2	0.2	0.4	0.1	0.1	0.1	0.2
CBN	0.3	0.8	0.7	0.2	0.2	0.4	0.3	0.1
ESPN	0.4	0.7	1.4	0.7	0.2	0.4	0.7	0.3
Lifetime	0.3	0.3	0.3	0.2	0.1	0.2	0.2	0.1
MTV	0.5	0.7	0.5	0.4	0.2	0.2	0.2	0.2
Nickelodeon	0.8	0.5	N/A	N/A	0.4	0.3	N/A	N/A
TNN	0.2	0.4	0.7	0.3	0.1	0.2	0.4	0.1
USA	0.5	1.2	1.0	0.4	0.3	0.5	0.5	0.2
TWC	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0
AEN	N/A	0.0	0.2	0.1	N/A	0.0	0.1	0.1

Source: Nielsen Cable Activity Report
First Quarter 1986

Time Spent Viewing: On-Air vs. Cable In The Average TV Household

Average Time Spent Per Household Per Day

	Over-The-Air	Change in Mins.	% Total Viewing	Cable Orig.	Change in Mins.	% Total Viewing	Pay Cable	Change in Mins.	% Total Viewing
1982	6:25	N/A	92	:12	N/A	3	:22	N/A	5
1983	6:39	+14	90	:21	+ 9	5	:23	+ 1	5
1984	6:36	- 3	88	:29	+ 8	7	:25	+ 2	5
1985	6:31	- 5	87	:34	+ 5	7	:27	+ 2	6
1985 (6 mos.)	6:39	- 7	87	:34	+ 6	7	:26	+ 2	6
1986 (6 mos.)	6:39	-	87	:36	+ 2	8	:22	- 4	5

Source: A.C. Nielsen (NTI)
Cable TV - A Status Report
Annual Average

Prime Time Network Audience Trends During Cable's Growth Years

	3 Network			
	% HUT	AA %	Share	AA Households (millions)
1981	59.1	49.1	83	39.5
1982	59.0	46.3	78	38.0
1983	60.1	46.3	77	38.7
1984	59.9	44.6	74	37.5
1985	60.7	44.6	73	38.0
1985 (6 mos.)	61.5	45.4	74	38.5
1986 (6 mos.)	61.0	45.0	74	38.7

HUT = Household Using Television

AA = Average Minute Audience

Source: A.C. Nielsen (NTI)
Annual Average

Television Usage Per Week
By Cable Status of TV Households

	Non-Cable (52.2% of TVHH)		Basic Cable (21.6% of TVHH)		Pay Cable (26.2% of TVHH)		TV Households (100.0% of TVHH)	
	Wkly Hrs.	Share	Wkly Hrs.	Share	Wkly Hrs.	Share	Wkly Hrs.	Share
Total*	43:11	100	48:32	100	54:23	100	47:12	100
Affiliates**	33:14	77	30:20	63	27:40	51	31:05	66
ABC	10:39	25	8:26	18	9:06	17	9:45	21
CBS	11:11	26	10:26	21	8:49	16	10:25	22
NBC	11:03	26	10:55	22	9:35	18	10:35	22
Ind. Com'l	10:01	23	10:29	21	12:23	23	10:45	23
Super Sta.	1:41	4	4:28	9	4:40	9	3:01	6
Local	7:50	18	4:07	9	6:10	11	6:33	14
Distant	:29	1	1:53	4	1:34	3	1:00	2
Public	1:41	4	1:46	3	1:15	2	1:31	3
Cable Orig.	-	-	8:13	17	8:37	16	4:02	9
Pay Service	-	-	-	-	8:16	15	2:11	5

* Sum of the parts exceed the total because of simultaneous viewing.

**Sum of the networks is less than the total because viewing to multi-affiliates is included in the total.

Source: A.C. Nielsen (NTI)
Monthly Cable Status Report - May 1986

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TRENDS
IN CABLE TV

Prepared by the Research Department

May 1987

Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

Trends in Cable Television

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Highlights

* Cable is in 47.7% of all TV households. Pay cable is in 26.1% of all TV households. Pay cable as a percent of cable households has been declining during the last four years and is now down to 54.8% from a high of 60.9% in 1983. (page 3)

* Estimates place cable penetration at 54% by 1990. (page 4)

* Cable penetration remains highest in "B" & "C" counties, 56.0% and 57.0% respectively, and lowest in "A" counties, 43.1%. (page 5)

* Projections place cable TV ad revenues at only 7.1% of the total TV/cable pie by 1995, with $53 billion going to over-the-air TV and $4 billion to cable. (page 7)

* Cable TV's top 10 advertisers in 1986 put only 5% of their TV budget into cable while placing 95% on over-the-air TV. (page 9)

* While most of the cable networks are experiencing growth in their coverage of the U.S., Showtime and HBO, the two major pay services, have registered declines. (page 10)

* The ratings of ad-supported cable networks remain low with only ESPN and CBN getting more than a one rating in cable households. When translated to all TV households, none scores higher than a 0.6. (page 12)

* While over-the-air TV's share of viewing has declined since the early '80's there appears to be a leveling off of that decline recently. The full year of 1986 shows over-the-air with an 87% share, the same as 1985. (page 13)

* The decline in the network share of prime time viewing also appears to be leveling off. The 1986 share figure for the 3 networks was 73, the same as 1985. (page 14)

Cable and Pay Cable Households & Penetration

	Cable Households (000)	% of TV Households	Pay Cable Households (000)	% of TV Households	% Pay HH of Cable HH
1965	1,300	2.3	--	--	--
1966	1,900	3.3	--	--	--
1967	2,300	3.9	--	--	--
1968	2,800	4.7	--	--	--
1969	3,500	5.7	--	--	--
1970	3,900	6.7	--	--	--
1971	4,600	7.7	--	--	--
1972	5,700	9.2	--	--	--
1973	6,600	10.2	--	--	--
1974	7,700	11.6	--	--	--
1975	8,600	12.6	140	0.2	1.6
1976	10,100	14.5	470	0.7	4.7
1977	11,200	15.9	980	1.4	8.7
1978	12,500	17.1	1,600	2.2	12.8
1979	13,600	18.3	3,100	4.2	22.8
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1983	28,320	34.0	16,160	19.4	60.9
1984	32,930	39.3	19,820	23.7	60.4
1985	36,340	42.8	21,840	25.7	59.0
1986	39,160	45.6	22,840	26.6	58.3
1987	41,690	47.7	22,850	26.1	54.8

Source: Cable--A.C. Nielsen (NTI), Jan. 1 each year
TvB estimates for pay cable prior to 1982.

Cable TV's Projected Growth

	Add (000)			Cable TV HH as a % of:	
	TV Households	Homes Passed	Cable TV Households	TVHH	Homes Passed
1987	89,300	72,460	42,725	48	59
1988	91,000	75,833	45,500	50	60
1989	92,800	79,109	48,256	52	61
1990	93,900	81,783	50,706	54	62

Source: International Communications Research

Cable Penetration by County Size

County Size	1980	1981	1982	1983	1984	1985	1986	1987
"A"	9.1%	13.3%	17.4%	27.0%	31.6%	36.2%	39.0%	42.1%
"B"	21.0	28.9	35.0	43.7	48.4	51.8	54.3	56.0
"C"	37.6	43.1	46.0	50.8	53.8	55.3	56.4	57.0
"D"	23.4	27.4	31.7	38.3	40.3	41.8	42.4	43.1
Total	19.7%	25.2%	28.9%	37.1%	41.2%	44.5%	46.7%	48.7%

Source: A.C. Nielsen (NSI)
Feb. each year

Cable Systems - A Profile

Cable Systems By Subscriber Size

	# Systems	% of Total Systems	% of Total Subscribers
50,000+	126	1.7%	27.9%
20,000-49,999	309	4.1	25.6
10,000-19,999	459	6.1	17.4
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Under 1,000	3,439	46.0	3.7
NA	414	5.6	-
TOTAL	7,471	100.0%	100.0%

Cable Systems By Channel Capacity

	# Systems	% of Total Systems	% of Total Subscribers
54+	529	7.1%	13.2%
30-53	2,978	39.9	59.2
20-29	1,239	16.6	16.0
13-19	325	4.3	1.6
12 & Under	1,770	23.7	8.3
NA	630	8.4	1.7
TOTAL	7,471	100.0%	100.0%

Source: TV & Cable Factbook
1986 Edition

Cable & TV Ad Volume & Projections

---------- In Millions ----------

	Cable Ad Volume	TV (Over Air) Ad Volume	Total TV & Cable Ad Volume	% Cable Ad Revenues of Total
1980	$ 58	$ 11,416	$ 11,474	0.5%
1981	122	12,764	12,886	0.9
1982	227	14,489	14,716	1.5
1983	353	16,489	16,842	2.1
1984	572	19,528	20,100	2.8
1985	751	20,543	21,294	3.5
1986	930	22,240	23,170	4.0
1987	1,142	23,788	24,930	4.6
1988	1,395	26,793	28,188	4.9
1989	1,685	29,166	30,851	5.5
1990	1,982	32,415	34,397	5.8
1991	2,329	35,590	37,919	6.1
1992	2,705	40,090	42,795	6.3
1993	3,142	43,554	46,696	6.7
1994	3,555	48,258	51,813	6.9
1995	4,041	52,793	56,834	7.1

Sources: Cable Ad Volume -
Paul Kagan Assoc., Inc.
TV Ad Volume - McCann
Erickson '80-'85
TvB projections '86-'95

Cable TV Network Advertising Revenues
By Network - Top 10

		Gross Ad Revenue (In Millions)		
		1984	1985	1986
1.	ESPN	$ 68.2	$ 79.0	$ 96.0
2.	MTV	71.3	87.5	95.0
3.	CNN*	49.0	68.0	82.0
4.	USA	36.0	50.0	59.0
5.	CBN	28.0	40.5	48.0
6.	TNN	18.0	32.0	42.0
7.	LIFE	21.2	25.3	35.3
8.	NICK	7.1	10.0	15.0
9.	FNN	6.7	13.5	11.0
10.	TWC	7.0	12.5	11.0
		$ 312.5	$ 418.3	$ 494.3

*Includes CNN Headline

Source: Paul Kagan Assoc., Inc.

Top 10 Cable Network Advertisers - 1986

Rank	Parent Company	In Millions — Cable	Network	Spot	Nat. Synd.	Total
1.	The Procter & Gamble Co.	$ 29.8	$ 451.5	$233.4	$ 54.4	$ 769.1
2.	Philip Morris Cos., Inc.	22.2	342.4	133.3	36.2	534.1
3.	Anheuser-Busch Cos., Inc.	19.5	177.5	98.6	0.1	295.7
4.	Mars, Inc.	17.7	85.0	48.1	14.6	165.4
5.	Time, Inc.	16.0	4.3	55.0	0.2	75.5
6.	General Mills, Inc.	15.5	130.1	127.1	5.4	278.1
7.	RJR Nabisco, Inc.	10.5	155.8	40.0	19.2	225.5
8.	Gillette Co.	7.7	39.5	8.1	11.3	66.6
9.	General Motors Corp.	7.2	233.8	49.4	31.4	321.8
10.	American Home Products Corp.	6.8	185.6	13.5	5.5	211.4
	Top 10 Total	$152.9	$1,805.5	$806.5	$ 178.3	$2,943.2
	% of Total	5.2%	61.3%	27.4%	6.1%	100.0%

Source: BAR

Coverage Factors of the Major Cable Networks

	% U.S. Coverage					
	1982	1983	1984	1985	1986	1987
CBN	15	20	25	32	35	39
CNN	13	22	30	37	39	44
ESPN	19	29	36	41	42	47
*HBO	15	21	23	25	22	22
*Showtime	5	8	8	10	9	9
USA	-	18	26	34	36	41
MTV	-	12	23	30	32	38
Nickelodeon	-	15	21	29	30	36
ARTS/Enter	-	-	19	23	22	28
Lifetime	-	-	-	25	28	34
TWC	-	-	13	19	23	29
CNN Headline	-	-	-	18	21	26
TNN	-	-	16	25	29	34
FNN	-	-	-	16	20	24
BET	-	-	-	-	10	14
Nick at Night	-	-	-	-	22	31
VH-1	-	-	-	-	13	21

*Pay Services

Source: A.C. Nielsen (NTI)
Jan. each year

(-) = Not available

Cable Networks & Local Cable Channels Qualifying For Inclusion In The Local Market Rating Reports

	# of Qualifying Markets*				
	1983	1984	1985	1986	1987
Cable Network:					
HBO	24	33	28	18	16
CNN	2	2	2	11	14
ESPN	1	0	0	0	8
CBN	4	15	21	18	19
SIN	1	1	1	0	1
USA	0	5	12	22	52
Showtime	0	1	0	0	0
Nickleodeon	0	0	0	0	2
TNN	0	0	0	0	1
Local Cable Channel:	1	1	2	2	2

* Any cable network that achieved a 20% net weekly circulation.

Any local cable channel that achieved a 3% net weekly circulation.

Source: Arbitron
Feb. each year

Cable Audience Fragmentation By Daypart

% TV HOUSEHOLDS VIEWING DURING AVG. MINUTE

	TOTAL CABLE				TOTAL U.S.			
	10 a.m. 4:30 p.m. (M-F)	4:30 - 7:30 p.m. (M-F)	8-11 p.m. (M-S)	11 p.m. 1 a.m. (M-S)	10 a.m.- 4:30 p.m. (M-F)	4:30 - 7:30 p.m. (M-F)	8-11 p.m. (M-S)	11 p.m. 1 a.m. (M-S)
Pay Cable								
HBO	0.9	1.3	3.0	2.5	0.4	0.6	1.5	1.3
All Others	0.7	1.1	2.2	1.8	0.3	0.5	1.1	0.9
Ad-Supported								
CNN	0.6	0.7	0.8	0.4	0.3	0.3	0.4	0.2
HLN	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1
CBN	0.5	1.2	0.7	0.7	0.2	0.6	0.4	0.3
ESPN	0.3	0.6	1.2	0.5	0.1	0.3	0.6	0.3
Lifetime	0.2	0.4	0.4	0.3	0.1	0.2	0.2	0.1
MTV	0.4	0.8	0.6	0.4	0.2	0.4	0.3	0.2
Nickelodeon*	0.7	1.0	0.4	0.2	0.3	0.5	0.2	0.1
TNN	0.2	0.4	0.7	0.4	0.1	0.2	0.3	0.2
USA	0.5	0.9	1.0	0.4	0.2	0.5	0.5	0.2
TWC	0.0	0.1	0.1	0.0	0.0	0.1	0.1	0.0
AEN	N/A	N/A	0.2	0.2	N/A	N/A	0.1	0.1

* and Nick-At-Nite

Source: Nielsen Cable Activity Report
Fourth Quarter 1986

Time Spent Viewing: On-Air vs. Cable In The Average TV Household

Average Time Spent Per Household Per Day

	Over-The-Air	Change in Mins.	% Total Viewing	Cable Orig.	Change in Mins.	% Total Viewing	Pay Cable	Change in Mins.	% Total Viewing
1982	6:25	N/A	92	:12	N/A	3	:22	N/A	5
1983	6:39	+14	90	:21	+ 9	5	:23	+ 1	5
1984	6:36	- 3	88	:29	+ 8	7	:25	+ 2	5
1985	6:31	- 5	87	:34	+ 5	7	:27	+ 2	6
1986	6:30	- 1	87	:37	+ 3	8	:22	- 5	5

Source: A.C. Nielsen (NTI)
Cable TV - A Status Report
Annual Average

Prime Time Network Audience Trends During Cable's Growth Years

	3 Network			
	% HUT	AA %	Share	AA Households (millions)
1981	59.1	49.1	83	39.5
1982	59.0	46.3	78	38.0
1983	60.1	46.3	77	38.7
1984	59.9	44.6	74	37.5
1985	60.7	44.6	73	38.0
1986	59.9	43.8	73	37.8

HUT = Household Using Television

AA = Average Minute Audience

Source: A.C. Nielsen (NTI)
Annual Average

Television Usage Per Week
By Cable Status of TV Households

	Non-Cable (52.3% of TVHH)		Basic Cable (21.3% of TVHH)		Pay Cable (26.4% of TVHH)		TV Households (100.0% of TVHH)	
	Wkly Hrs.	Share	Wkly Hrs.	Share	Wkly Hrs.	Share	Wkly Hrs.	Share
Total*	47:13	100	52:44	100	59:50	100	51:55	100
Affiliates**	36:17	77	31:59	61	29:28	49	33:26	64
ABC	10:53	23	9:28	18	8:45	15	8:38	19
CBS	12:37	27	11:19	21	10:24	17	10:05	23
NBC	12:36	27	11:08	21	10:11	17	9:56	22
Ind. Com'l	10:55	23	11:20	21	12:01	20	11:15	22
Super Sta.	1:41	4	4:20	8	4:30	8	2:36	6
Local	8:31	18	5:02	10	6:05	10	6:03	14
Distant	:44	1	1:58	4	1:26	2	1:00	2
Public	2:11	5	2:01	4	1:47	3	1:44	4
Cable Orig.	--	--	9:41	18	11:31	19	4:28	10
Pay Service	--	--	--	--	9:51	17	2:27	6

* Sum of the parts exceed the total because of simultaneous viewing.

**Sum of the network is less than the total because viewing to multi-affiliates is included in the total.

Source: A.C. Nielsen (NTI)
Monthly Cable Status Report - March 1987